

MARCH 27, 1977

**The Herald-Palladium**  
COMBINING *The News-Palladium* AND THE HERALD-PRESS

# FAMILY WEEKLY

## ATHLETE AND ORGANIZER

At 36, Jack Nicklaus Is A Champ  
At Golf, Business And Family Life

## THE OSCAR CONTENDERS

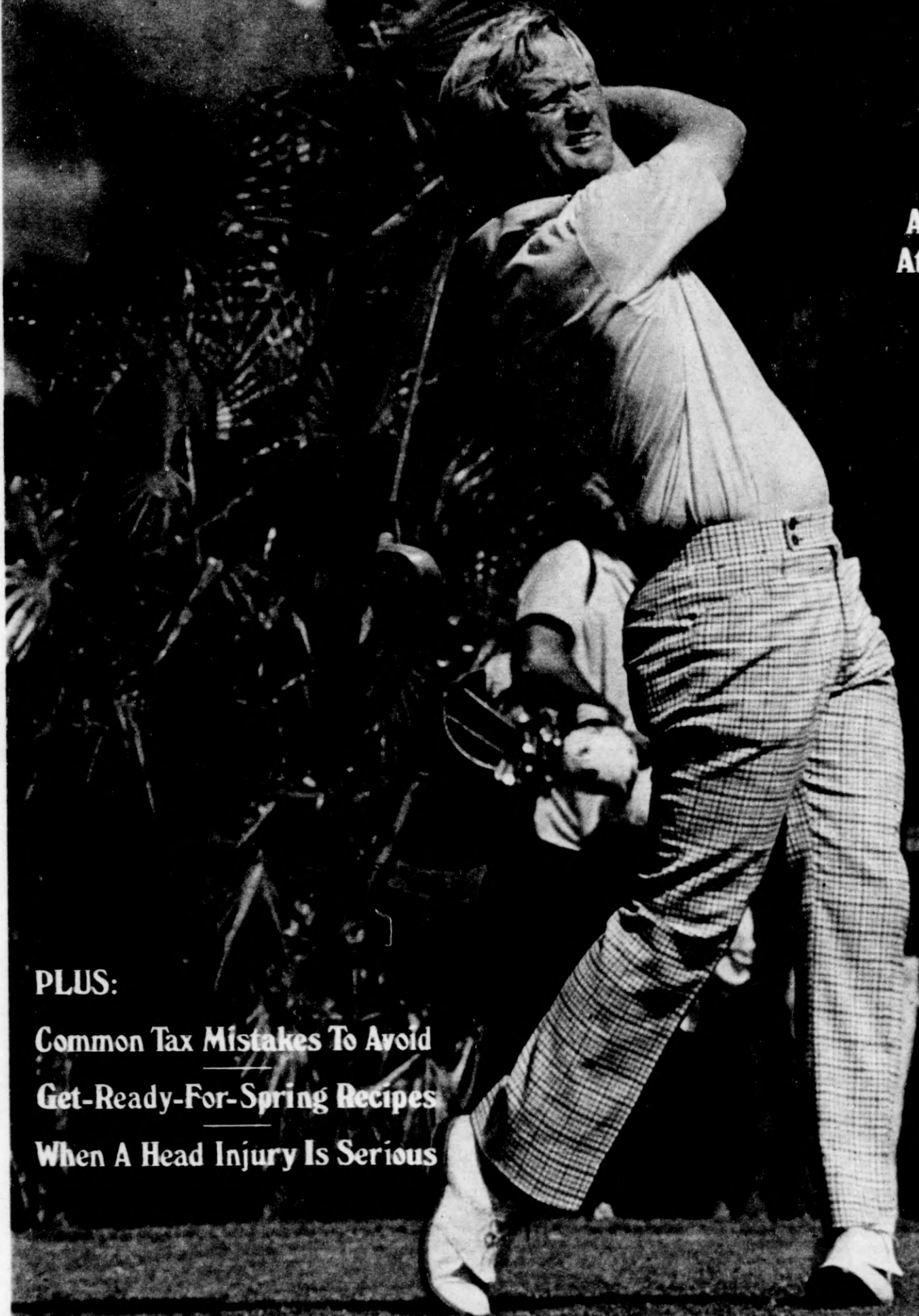
Read About Ullmann,  
Dunaway, Stallone, Shire,  
DeNiro, Barrault,  
Spacek, And Others

## PLUS:

Common Tax Mistakes To Avoid

Get-Ready-For-Spring Recipes

When A Head Injury Is Serious



# ASK THEM YOURSELF

Send the question, on a postcard, to "Ask," Family Weekly, 641 Lexington Ave., New York, N.Y. 10022. We'll pay \$5 for published questions. Sorry, we can't answer others.

## FOR THE REV. THEODORE M. HESBURGH,

President, University of Notre Dame

**What can be done to rectify the current situation in which there are more college graduates seeking jobs than there are positions open to them?—W.B., Ventura, Calif.**

● The long-range answer is, of course, the expansion of our economy and the creation of more jobs. Considering all the problems facing America, no dearth of positions should exist for our best-educated people, most of whom would like to have a hand in solving some of these problems.



## FOR GINA LOLLOBRIGIDA, actress

**Was becoming an actress a childhood dream of yours?—K.B., Lakeland, Fla.**

● No. You'll never guess my secret passion—I wanted to be an opera star. When I got paid for my first movie, I raced off and enrolled for an operatic singing course. It's obvious that, as well as wasting my money, I also wasted my time. But I still haven't given up hope. Perhaps one of these days that course will pay off.

## FOR MARIE OSMOND, singer

**What are you and Donny like offstage?—Steve Horner, West Lafayette, Ind.**

● Friendly. Biggest difference is that we don't tease each other as much as we do on camera. We like to play around and joke as much as anyone else, but we know when to draw the line before the jokes turn into wisecracks that really hurt.



## FOR FRANK GORSHIN, impressionist

**Why does Rich Little get more exposure than you? In my opinion, you're better.—Don Roberts, Green Bay, Wis.**

● Rich is a very fine impressionist and deserves all the success he has. As for me, I've purposely kept my exposure on TV limited and only accept invitations for those programs I like. I do go on TV a lot each season as a host or guest on specials or in dramatic roles. Naturally, I'd be delighted to be the star of my own series if the right format came along—and if a network bought it.

## FOR LEON JAWORSKI, Watergate prosecutor and author of *The Right and the Power*

**Have you met any opposition from your book? What are you doing with the royalties?—L.R., Bangor, Me.**

● There have been many generous letters of appreciation, for which I'm humbly grateful, and about three of the opposite type. Royalties are transmitted from the publishers directly to a foundation organized specifically for designated educational, charitable and religious organizations.



## FOR EDITH HEAD, designer

**How has your great talent with clothes helped you in home decorating?—Irene Rohr, Devils Lake, N.D.**

● Dress designing is comparable to home decorating because one uses fabric, color and design to achieve results with both. For example, if I want to make a woman look larger, I put her in light colors and larger prints. Same applies to a room. Jewelry and accessories on women play the same role as *objets d'art* in a room.

## FOR ARLENE FRANCIS, actress and TV personality

**What's your recipe for a long, happy marriage?—S.B., Mobile, Ala.**

● Smile and be cheerful. It didn't take my husband Martin (Gabel) and me too long to find out that life is short; much too short to waste time arguing and bearing grudges. Every situation has a funny side, and that's what we look for. Provided you both have that attitude, you're all set for a long run.



## FOR KAREEM JABBAR, Los Angeles Lakers

**Do you need a special seat in the plane because of your height?—M.C., Van Nuys, Calif.**

● When I fly, it's always in the front row of the first-class section, so there's that extra bit of room for me to stretch out. But, believe it or not, when I'm sitting down, I look a normal size. You'd never know I was seven-foot-three. And if I wasn't stuck up in that roomy section, I wouldn't feel too uncomfortable back there with all the others.

## FOR THE "ASK THEM YOURSELF" EDITOR

**Is it true that "Smoking Joe" Frazier wants to be an actor?—S.R., Tupelo, Miss.**

● Not an actor—a singer. After his K.O. by George Foreman last year, the champ decided to quit and, at age 33, has started all over again. He spent a few months working on an act and recently opened his nightclub revue in New York. His voice is pleasant, not great; his footwork in the spotlight makes you think he's still in the ring. Frazier now hesitates to shake hands; feels if his are squeezed too hard, he might not be able to hold the mike!



## FOR REP. MORRIS K. UDALL (D.-Ariz.)

**Is the South the greatest area of political power now?—S.G.S., Albany, N.Y.**

● Recent election results certainly demonstrated the power of a solid Southern base. But just as the South was essential to Jimmy Carter's victory, so were the votes of the big Eastern cities and those of farmers. What the election really proved, I think, is that a victorious campaign for President demands that the candidate attract wide national support.

## PRO AND CON

### Should Our Postal System Be Revised?



**PRO** Sen. Ernest F. Hollings (D.-S.C.), former Chairman, Subcommittee on Postal Operations

Yes. Most Americans are dissatisfied with the Postal Service, and rightfully so. Small post offices have been closed, deliveries reduced. Mail is late or lost. Costs soar; service declines. The Postal Service has lost money every year since its creation and is accountable to no one. Present short-term surpluses won't halt rate increases and further deficits. What can we do? First, we have to make someone accountable. I have proposed that the Congress annually review Postal Service budgets and that the President appoint the Postmaster General. By doing this, we make the people's representatives in Washington responsible for Postal Service performance.

**CON** Benjamin Bailar, Postmaster General

No. The Postal Service has made much tangible progress in improving mail service to the American public since it was created by Congress in 1970. Service has been upgraded, a deteriorating physical plant modernized, employees' pay and working conditions have been brought up to private-industry standards, and a merit system, not political patronage, governs career advancement. These changes have made postal employees more productive and the system more efficient. Today five billion more pieces of mail a year are processed than in 1970, but with 65,000 fewer employees. Postage rates have gone up but are still lower than in almost all Western nations.





# You can WIN \$20,000 and a CHRYSLER CORDOBA

- Enter the Winners Circle Sweepstakes.
- Watch the Colgate-Dinah Shore  
Winners Circle Golf Championship  
April 2, 3 on ABC-TV.



You'll see the greatest women golfers in the world competing for the richest purse ever, \$240,000. And you'll have a chance to win valuable prizes in the Colgate Winners Circle Sweepstakes.

Special TV commercials for well-known Colgate products featuring leading women golfers, will be shown during the telecasts of the Colgate-Dinah Shore Winners Circle Golf Championship on ABC-TV (April 2 and 3). Just identify 2 of the golfers and which products they advertised. Complete back of the official sweepstakes entry blank below, mail it in, and you may be eligible to win the Grand Prize or one of many other great prizes. Winners will be determined in a random drawing. (See Official Rules under coupons.)

**And save on 3 of these Colgate products now!**



Judy Rankin,  
Winner of the  
1976 Colgate-Dinah  
Shore Winners  
Circle Golf  
Championship.



Watch the  
Colgate-Dinah Shore  
Winners Circle  
Golf Championship  
Live from Mission Hills C.C.,  
Palm Springs, Cal. on  
ABC-TV, April 2, 3.

## OFFICIAL SWEEPSTAKES ENTRY RULES

**OFFICIAL RULES:** 1. On the Official Entry Blank, or a plain piece of paper, hand-print your name, address, zip code and answer the 2 questions asking for identification of 2 golfers and the names of 2 products they advertise. Enter as often as you wish but mail each entry separately to: Colgate Winners Circle Sweepstakes, P.O. Box 2200, New Canaan, CT 06842. Entries must be postmarked by April 30, 1977 and received by May 7, 1977.

2. Special TV commercials for well-known Colgate-Palmolive products, featuring women golfers, will be shown during the telecast of the Colgate Winners Circle Golf Championship on ABC-TV, Saturday, April 2, from 6-7 p.m. (EST) and Sunday, April 3, from 5-7 p.m. (EST). Consult your TV listings for time of local telecast of the Championship. Or, you may write to: "Winners Circle TV Commercials," P.O. Box 85, Pound Ridge, NY 10576 for a list of the commercials noting the women golfers and the Colgate products they advertise.

3. Grand Prize is \$20,000 plus a 1977 Chrysler Cordoba, with standard equipment, plus power steering and air conditioning (\$7,300 est. retail value). 3 First Prizes: \$1,000 plus winner's choice of \$1,000 worth (retail value) of Ram Golf or Bancroft Tennis Equipment or Charles Eaton Sportswear. 10 Second Prizes: \$500 plus \$500 worth of Ram or Bancroft sports equipment or Eaton sportswear. 20 Third Prizes: \$250 plus \$250 worth of Ram or Bancroft sports equipment or Eaton sportswear. 1,000 Fourth Prizes: Winner's choice of 3 Ram golf balls (\$3.00 est. retail value), or 3 Bancroft tennis balls (\$4.00 est. retail value).

4. Winners will be selected in a random drawing by V.I.P. Service, Inc., an independent judging organization whose decisions are final. Only correct entries will be eligible to win prizes. Only one prize to a family or household. Winners may be required to execute an affidavit of eligibility. Taxes are the responsibility of winners. No substitution for prizes permitted. The odds of winning will be determined by the number of correct entries received. All prizes will be awarded.

5. Sweepstakes open to U.S. residents except employees and their families of Colgate-Palmolive Company, its affiliates, advertising and sales promotion agencies. Void in Missouri and wherever prohibited, taxed or restricted by law. Sweepstakes will begin on receipt of the first entry.

6. For a list of major prize winners send a stamped, self-addressed envelope to: "Winners Circle Sweepstakes" Winners, P.O. Box 204, Pound Ridge, NY 10576. The list will be available by July 15, 1977.

**NO PURCHASE NECESSARY.**

# New Salem Salem Long Lights



**Salem Lights now come in a new longer length.**

**Longs smokers.  
Now you can enjoy a  
low tar cigarette with  
Salem taste, too.**

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



# WHO IS GOING TO WIN AN OSCAR?

All the glamor of Hollywood's annual ritual focuses on the nominees for Best Actor and Actress. Here they are.

By Peer J. Oppenheimer

## Talia Shire (*Rocky*)

Thirty-year-old Talia Shire has plenty of artistry in her background. Her grandfather was a composer and playwright. Her father was an arranger-conductor, and her brother is director Francis Ford Coppola.

She started her professional career with a lot of little theater and countless "crummy movies," as she puts it, until she decided to study acting with a number of people, including Stella Adler.

She is married to composer David Shire. They live with their year-old son in the San Fernando Valley, intentionally far removed from the manicured existence of Beverly Hills and Bel Air.

## Liv Ullmann (*Face to Face*)

Pacifist Liv Ullmann says of her soul-searing role as a collapsing psychiatrist in *Face to Face*, her seventh acclaimed film for director Ingmar Bergman, "It was the most difficult thing I've ever had to do in my life."

Before starting her film career, she was a distinguished stage actress in Norway and Denmark, having found her way there from Tokyo, where she was born of Norwegian parents (her father was a civil engineer), to Canada, and after the war, to Oslo, where she lives with her eight-year-old daughter Linn, whose father is Ingmar Bergman. She is a shy, modest, multitiered intellectual who insists first and foremost she is a mother.

## Faye Dunaway (*Network*)

Faye Dunaway broke into the lime-light in *Bonnie and Clyde*, for which she was nominated for an Academy Award in 1967. She earned another Oscar nomination for *Chinatown* in 1974. The 5 ft. 7-in. beauty with green eyes and high cheek bones admits she's overly sensitive, gets hurt easily and finds holding onto people for long is hard because of her constantly changing environments and friends. Her

parents' divorce when she was 16 shattered her, and, she says, that's when she became ambitious.

After several well-publicized romances, she recently married Peter Wolf, lead singer with The J. Geils Band. They alternately live in New York City, Boston and Los Angeles.

## Marie-Christine Barrault (*Cousin, Cousine*)

Marie-Christine Barrault, one of four children, was born in Paris. Her mother gave up being a professional pianist to devote herself to her children. Her father is the brother of Jean-Louis Barrault (of *Children of Paradise* fame). Marie-Christine, however, was not brought up in a theatrical milieu. But show business beckoned, and in 1964 she entered the Conservatoire National d'Art Dramatique, where she remained for two years. She has since continued her career in television, theater and motion pictures. She is married and is the mother of two children.

## Sissy Spacek (*Carrie*)

Scrawny, freckle-faced 5 ft. 2½-in. Sissy Spacek left home (Quitman, Texas) to become famous as a rock singer in New York. She moved in with her cousin, actor Rip Torn, and his wife, actress Geraldine Page, and enrolled in Lee Strasberg's acting classes. After several failures *Carrie* catapulted the 27-year-old to her first Oscar nomination in the role of a naive schoolgirl with telekinetic powers who brings dreadful revenge down on her persecuting classmates.

She's married to Jack Fisk, the young art director on *Carrie*. They live in rural Topanga Canyon, about an hour's drive from Los Angeles, and recently bought another house on Lake Quitman.

## Sylvester Stallone (*Rocky*)

At 30, Sylvester Stallone is only the third man in Academy history to receive a Best Actor and Best Writing nomination in the same year. (Charles Chaplin did in 1940 for *The Great Dictator* as



Liv Ullmann



Faye Dunaway



Sissy Spacek



Sylvester Stallone



Peter Finch



Robert DeNiro

did Orson Welles in 1941 for *Citizen Kane*.)

Stallone is married to a woman who ushered at a theater with him in New York. Last year they had a son whom they named Sage Moonblood. Before *Rocky*, Stallone sold several TV scripts and wrote most of *The Lords Of Flatbush*, a film in which he landed one of the leads. That convinced him he should head for Hollywood where, in desperation, he decided to write a vehicle for himself. The result was *Rocky*.

## Peter Finch (*Network*)

Before his death on January 14 of this year, 60-year-old Peter Finch said, "No one lives more lives than an actor." He was certainly right in his case. Thought of most often as a dramatic star, Finch actually began his career as a baggy-pants comedian on the vaudeville circuit in Australia.

His nomination for his portrayal of Howard Beale, the mad prophet of the airwaves in *Network*, makes him the third actor to receive a posthumous nomination. (Spencer Tracy received one for *Guess Who's Coming to Dinner* in 1968, and James Dean received nominations for *East of Eden*, 1956, and *Giant*, 1957.)

## William Holden (*Network*)

William Holden is an old hand at being nominated in the Oscar races. In 1950 he was nominated for Best Actor for *Sunset Boulevard*. In 1953 he won the Best Actor award for *Stalag 17*. If he wins this year, he'll be the fifth man to be awarded two Best Actor Oscars. (Marlon Brando, Spencer Tracy, Gary Cooper and Fredric March got there first.) A world traveler, Holden has a fortune in real estate and other business ventures, has had homes in Switzerland and Hong Kong but now divides his time between Palm Springs and his ranch in East Africa. He enjoys freedom in both his private and professional lives—although he is almost inseparable from actress Stephanie Powers.

## Robert DeNiro (*Taxi Driver*)

Having sprung from New York City's tough lower East Side, 33-year-old Robert DeNiro knows firsthand the atmosphere of *Taxi Driver*. By age 16, he was appearing in off-Broadway productions, and later he moved into films. In 1973 he won the Best Actor Award from the New York Film Critics Circle for his role in *Mean Streets*. The following year the Academy Award was his for Best Supporting Actor in *Godfather, Part II*. If DeNiro wins this year, he will be the fourth performer (Ingrid Bergman, Helen Hayes and Jack Lemmon preceded him) to win both Best Supporting Actor and Best Actor.

## Giancarlo Giannini (*Seven Beauties*)

Giancarlo Giannini was born in Spezia, Italy, in 1942. Although he graduated from college with a degree in electronics, immediately after graduation he enrolled at the Academy for Drama in Rome.

Franco Zeffirelli cast Giannini in the lead in *Romeo and Juliet* at the age of 20, and the part won him widespread acclaim. He later appeared in a Zeffirelli-directed play written by Lina Wertmüller, who would later star Giannini in her films. Giannini lives in Rome, is married to former actress Livia Giampalmo and has two sons.



## HOW THEY WIN

Way before you ever see those smiling faces accepting the Oscars with "all due modesty," the winners have gone through an unbelievably intense campaign to get their little statuettes. For instance, during the last three months, the studios and the actors have spent more than \$500,000 in high-pressure campaigns aimed at the Motion Picture Academy voters who select the winners. Expensive advertisements have been published in the show-business trade

newspapers, some direct-mail appeals have been made, and extravagant parties have been held in an attempt to win—and buy—votes.

But if trade ads are improperly written or oversaturate the market, they can spell disaster for the film or the performer being promoted. Probably the classic case of this kind of adverse reaction occurred in 1961, when *The*

*Alamo* was nominated for nine Oscars. Chill Wills, nominated for Best Supporting Actor in that film, placed an ad in the trades that proclaimed, "More people are praying for me to win the Academy Award than prayed for the 126 men who died at the Alamo." Groucho Marx was so angered by Wills's ad that he took out one of his own, stating that he was not going to

vote for the gravel-voiced actor. The film did not win one major award.

Is all this hard work and electioneering worth it? Most participants say yes. An Oscar is valuable for many reasons: it can generate new interest in a film or make a relatively unknown actor a prized property, for example. So late Monday night, the recipients of this year's Oscars will undoubtedly all agree that the campaigning—however expensive—was worth every penny.



# FREE COOKIES!

We'll send you \$1.00 if you send us proof that you bought three different Nestlé® Cookie Mixes. That's like getting one package of cookies free. And more! A chance to prove to yourself (and your family) that Nestlé Cookie Mix cookies taste as warm and delicious as if you baked them yourself. 'Cause you do.



## REFUND FORM

### Mail this form to obtain Nestlé® Cookie Mix Refund.

Buy 3 different Nestlé Cookie Mixes (you may use the 10¢ coupon for your first), and we'll send you \$1.00 back. Or, if you prefer, buy 2 different ones, and we'll send you 50¢. Just cut the flavor name from each package front, and send them to us with this refund form.

Gentlemen: I am enclosing:

- ☐ 3 Nestlé Cookie Mix labels. Please send me \$1.00.  
☐ 2 Nestlé Cookie Mix labels. Please send me \$.50.

Mail to: The Nestlé Company, Inc., P.O. Box 1061, Boston, Mass. 02172.

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Allow up to 6 weeks for refund. Void where prohibited. Good only in U.S.A. Limit one per family. Offer limited to maximum of \$1.00. **EXPIRES JULY 31, 1977.**

10¢

STORE COUPON

10¢

**Save 10¢ on one package of Nestlé® Cookie Mix. 10¢**  
**Coupon good on any flavor.**

**TO THE DEALER:** This coupon will be redeemed ONLY as follows: for amount specified plus 5¢ for handling provided coupon is received from customer on purchase of listed merchandise. Proof of purchase of sufficient stock of merchandise to cover coupons submitted must be shown upon request. (Failure to comply may void all coupons submitted for redemption.) Redemptions NOT honored through brokers or other outside agencies. Coupons are non-transferable and void if use is prohibited, taxed, restricted or license is required. Customer must pay any sales tax. Cash redemption, value: 1/20 of 1¢.



**FOR REDEMPTION, PRESENT TO OUR SALESMAN OR MAIL TO: THE NESTLÉ COMPANY, INC., P.O. BOX 1500, ELM CITY, N.C. 27898. OFFER GOOD ONLY IN U.S.A. ONLY ONE COUPON MAY BE REDEEMED PER UNIT OF PRODUCT PURCHASES. GOOD ONLY ON PURCHASE OF NESTLÉ COOKIE MIX. ANY OTHER USE CONSTITUTES FRAUD.**

**EXPIRES JULY 31, 1977.**

551041

10¢

## FOR SPECIAL OCCASIONS

Treat your taste buds to the flavors of fresh asparagus and new potatoes.

## SPRING VEGETABLES MAKE DELICIOUS DINNER APPEARANCES

By Marilyn Hansen

The welcome sight of fresh green asparagus at your market is a sure sign that spring is on the way. Its peak season is March through June, though in some markets it can be found as early as mid-February.

When buying asparagus, look for tightly closed tips and bright green, firm stalks with very little white. Asparagus should be used as soon as possible. If you have to keep it a day or two, wrap the butt ends with damp paper towels before placing the stalks in the vegetable crisper of your refrigerator.

Another spring vegetable is new potatoes, which are used for steaming, boiling and potato salads.

New potatoes should have a thin, feathery skin of red or white that breaks easily. The best buy is probably the 10-pound bag. Size will vary from small to large. Keep in a cool, dark, well-ventilated place.



### BAKED ASPARAGUS AND FLOUNDER

2 lbs. fresh asparagus  
 $\frac{1}{2}$  cup water  
 Salt

1½ lbs. fresh or frozen thawed flounder fillets

2 tablespoons butter  
 $\frac{1}{2}$  cup chopped onions  
 2 tablespoons flour

1½ cups milk  
 $\frac{1}{2}$  cup dry white wine  
 2 teaspoons fresh lemon juice  
 $\frac{1}{2}$  teaspoon dried dill weed  
 $\frac{1}{2}$  teaspoon black pepper  
 2 tablespoons chopped parsley  
 2 tablespoons shredded Swiss cheese

1. Wash asparagus; shear off large scales. Cut off woody ends; rinse again.

2. Place asparagus in large skillet; add water and  $\frac{1}{2}$  teaspoon salt. Bring to boiling; reduce heat and simmer, covered, just until tender — about 2 minutes for thick asparagus spears, 3 minutes for medium and 5 minutes for thick. Drain.

3. Divide asparagus into 4 portions, about 8 spears each.

4. Wrap 1 fish fillet around each bundle. Arrange in shallow baking dish.

5. Melt butter in small saucepan. Add onion and cook over medium heat until tender. Blend in flour smoothly. Add milk all at once; heat, stirring constantly, until mixture thickens, then boil.

6. Remove from heat; stir in wine, lemon juice,  $\frac{1}{2}$  teaspoon salt, dill, pepper and parsley. Spoon sauce over fish. Sprinkle with cheese.

7. Cover and bake in preheated 350° F. oven, about 30 to 35 minutes or until fish flakes when tested with a fork.

Makes 4 servings

### STEAMED NEW POTATOES WITH DILL

20 to 24 small (1-2 inches diameter) new potatoes, unpeeled  
 1 stick ( $\frac{1}{2}$  cup) butter or margarine  
 1 teaspoon salt  
 Few twists fresh black pepper  
 3 tablespoons finely chopped fresh dill or 1½ teaspoons dried dill weed

1. Scrub the potatoes in cold running water; drain and pat dry.  
 2. Melt butter in heavy 6-quart Dutch oven. Add unpeeled potatoes; sprinkle with salt and pepper.

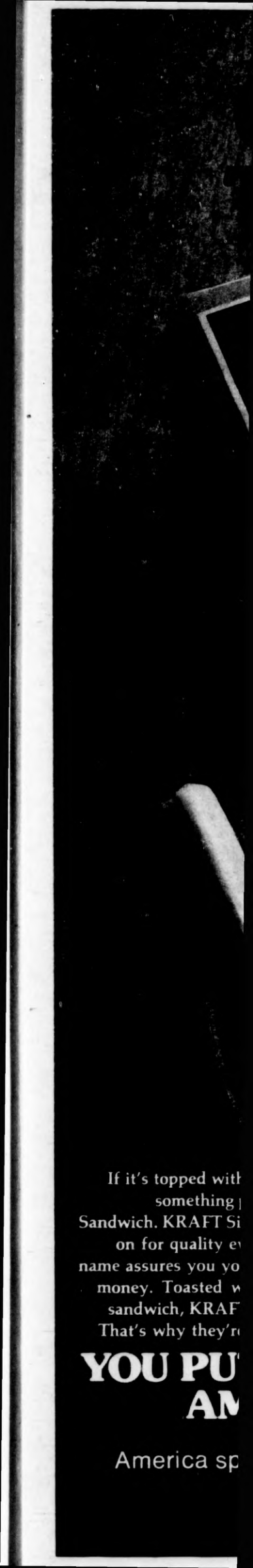
3. Coat thoroughly with butter by shaking the casserole. Cover pot tightly.

4. Cook over low heat for 30 to 45 minutes, depending on size of the potatoes. Shake casserole from time to time to prevent sticking.

5. When potatoes test tender with knife, they are done. Sprinkle with dill. Serve at once.

Makes 4 to 6 servings





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something  
Sandwich. KRAFT Si  
on for quality ev  
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for quality every time, and the KRAFT  
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**15¢ OFF**

**QUALITY AND VALUE,  
TOASTED OPEN-FACE.**

**15¢ OFF**

To the grocer. You are authorized to act as our agent in redeeming this coupon. We will reimburse you for the face value of this coupon or, if coupon calls for free goods, we will reimburse you the regular retail price of the free goods plus 5¢ handling each coupon, provided you and the customer have complied with terms of this offer. Proof of purchase of sufficient stocks of Kraft product specified to cover coupons presented must be furnished upon request. We will not honor redemption through outside agencies, brokers, etc., except where specifically authorized by Kraft. Offer limited to one coupon per household per specified product and size. The customer must pay any sales or similar tax on the product received. Coupon void if use is prohibited, restricted or taxed. Good only in geographic area of U.S.A., its territories, and U.S. military bases overseas in which this offer is displayed or advertised. Cash redemption value of coupon 1/20¢. Redemption on other than product specified constitutes fraud.

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F7-30

COUPON EXPIRES SEPT. 30, 1977  
REDEEM PROMPTLY • ONE COUPON PER ITEM PURCHASED

**Save  
15¢ on**

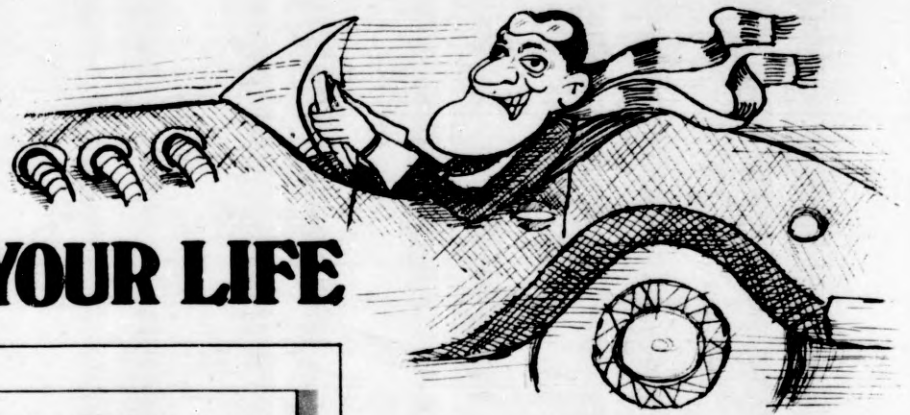
**KRAFT  
AMERICAN  
SINGLES  
12 oz. size or larger**



## PEOPLE QUIZ/By John E. Gibson

Are many of our fears self-inflicted? Do people engaged in hazardous activities have the fewest fears of death?

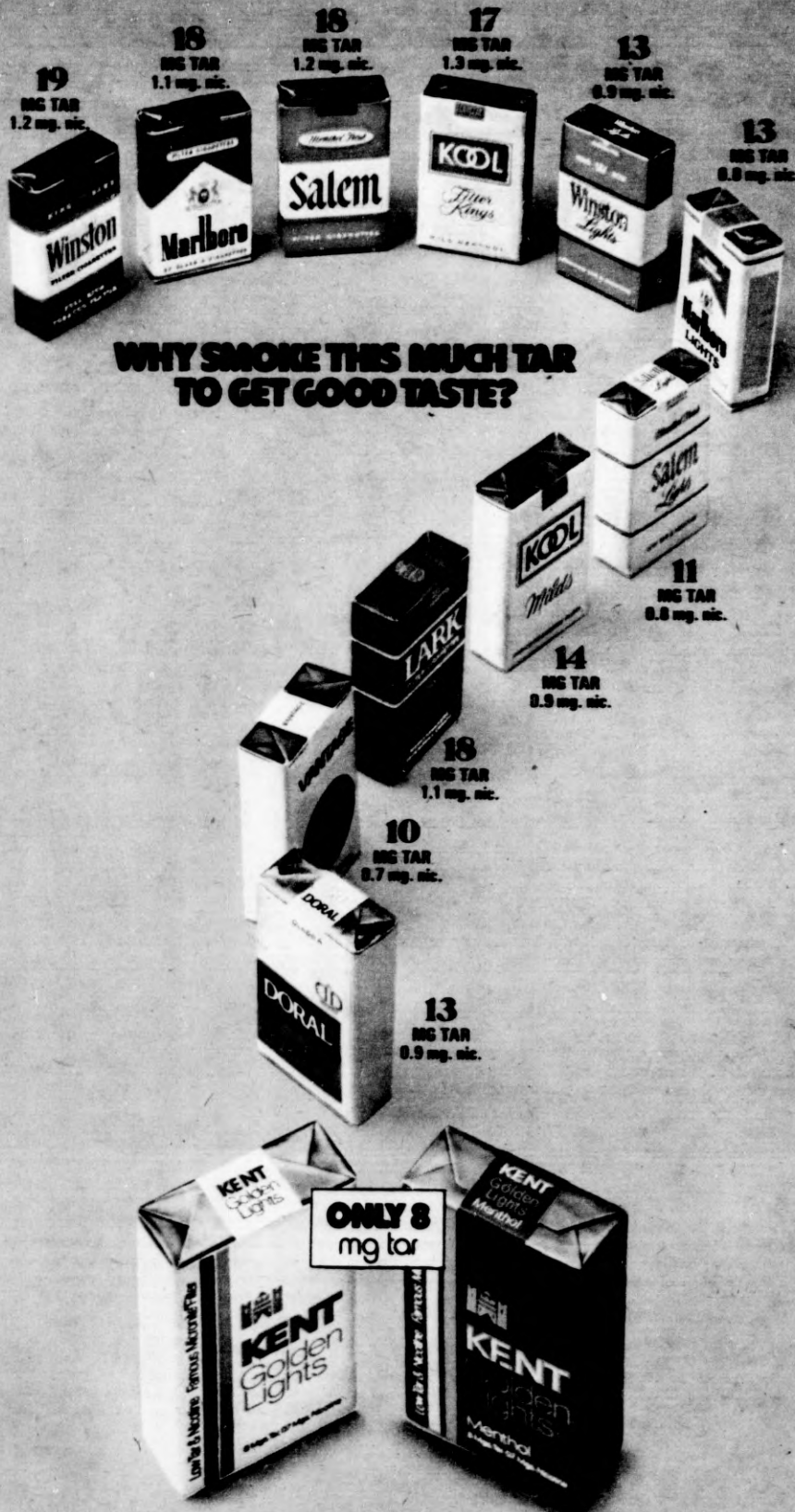
# HOW BASIC FEARS AFFECT YOUR LIFE



### Of All Brands Sold:

Lowest tar: 0.5 mg. "tar," 0.05 mg. nicotine av. per cigarette, FTC Report Dec. 1976.  
Kent Golden Lights Regular & Menthol: 8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



WHY SMOKE THIS MUCH TAR TO GET GOOD TASTE?

**TASTE KENT GOLDEN LIGHTS**

**AS LOW AS YOU CAN GO AND STILL GET GOOD TASTE AND SMOKING SATISFACTION.**

### TRUE OR FALSE?

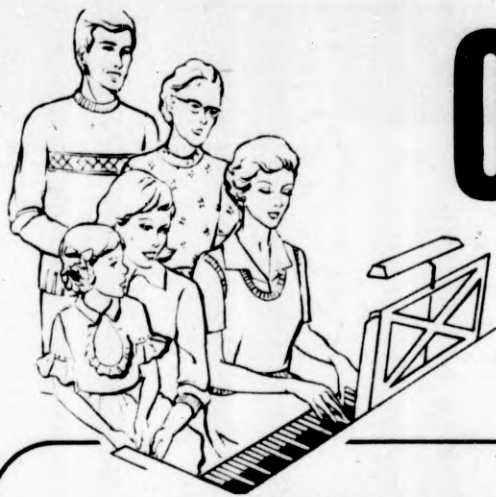
1. A paranoid person is fearful of everything and suspicious of everyone.
2. People with the fewest fears and anxieties about death are those who engage in hazardous activities.
3. Many of our worst fears are inflicted on ourselves as punishment for things we've done.
4. Determining the difference between legitimate fear and neurotic anxiety is easy.
5. If we could overcome our fears, we'd have the inside track in virtually any situation.

### ANSWERS

1. **False.** A paranoid individual's personality features a perverse paradox. He tends to be completely naive about real dangers or threats and extremely suspicious and fearful of imaginary ones. As a Harvard Medical School study has shown, "paranoia is evidenced by undue suspicion of those who are trustworthy and naïveté by excessive trust in those who are unworthy of it."
2. **False.** In two studies on the fear of death of people in high-stress occupations, conducted at Stockton State College and the State University of New York, men and women engaged in sky-diving were administered standard fear-of-death tests by psychologists. When their scores were then compared with those of people not engaged in hazardous activities, "the data showed few differences." The other study compared the attitudes of policemen toward death with those of postmen, and the attitudes of the two groups did not differ.
3. **True.** As psychologist Carroll E. Izard observes in his treatise, *Patterns of Emotions*, guilt and fear are closely linked. Doing something we know we shouldn't do results in guilt feelings and anticipation of punishment—self-administered or otherwise—which in turn evoke fear. And this kind of fear is often accompanied by an excruciating type of free-floating anxiety that is hard to shake.
4. **True.** Psychologist Rolland S. Parker sums up the difference succinctly in his monograph, *Emotional Common Sense*. Neurotic anxiety, he finds, does not appear to be directed toward any particular object and is characterized by its pervasiveness and vagueness. Fear, on the other hand, focuses itself on specific threats, hazards or imminent dangers.
5. **False.** Fear is a useful commodity that often stands us in good stead. Exeter University psychologist K. T. Strongman points out that people learn to avoid painful situations of various types—including those occurring in social or business relations—because of the fear or anxiety associated with them. And contrary to what many people believe, the so-called "fearless" person does not have the edge in most situations. As often as not, he is likely to demonstrate that he simply lacks the good sense to get out of the rain before he gets wet.







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By John Dorschner

If you've ever complained about being squeezed for time, consider the case of Jack Nicklaus, who plays in 20 golf tournaments a year, heads up a multimillion-dollar conglomerate and still is willing to drop anything to see his sons play a basketball game.

"You have to know where to draw the line," says Nicklaus, golf's all-time leading money-winner with nearly \$3 million earned after 15 years on the tour. "If I'm playing golf, it's strictly golf. If it's a business deal, I don't want to talk about my golf game. The trick is, I never schedule work for part of a week and leave the rest of the time free. That never works because that open time gets filled up."

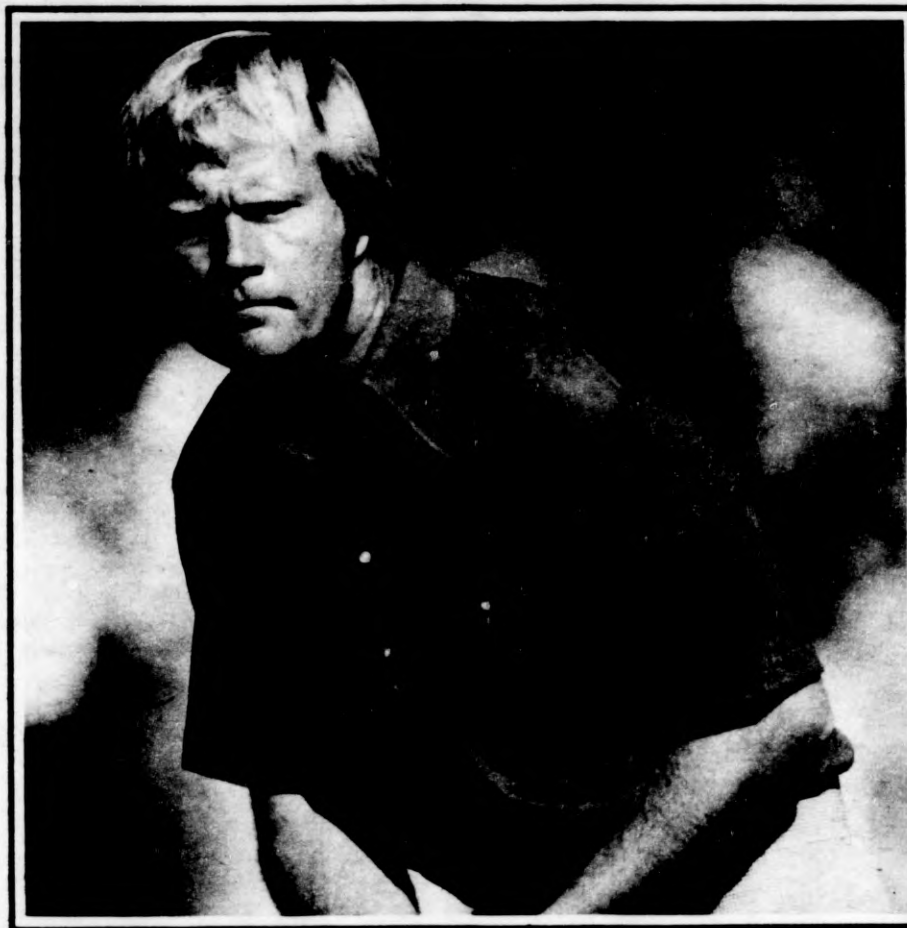
Of course, with a total income of more than \$1 million a year, Nicklaus has certain advantages over ordinary citizens, such as a personal staff to screen strangers and private helicopters and planes to shuttle him between appearances. Still, the pressures on his time are enormous. In one recent six-week period, he flew to Canada for skiing and a television commercial, participated in two PGA tournaments and took a trip to Australia to examine a golf course he's creating.

"Jack has the patience of Job," says Chuck Perry, president of Nicklaus' Golden Bear Inc. "I've never seen him eat a meal, even in a plane, without people coming up to him and asking for an autograph. But he's always easy-going, polite, and he has a tremendous discipline to control his time. One day, he played a practice round in the morning, then had a business meeting, which he stopped at 3:00 so he could watch a son play basketball. Then he had another meeting till 7:30, when he went to see another son play. His wife Barbara kept score. Jack kept time."

Since turning professional, Nicklaus has won 76 tournaments, including 16 "major" titles. His game has been so consistent that one sportswriter wrote a headline, "Even God Makes Bogeys/

## THE DELICATE BALANCE OF JACK NICKLAUS' LIFE

He's a perfectionist striving to achieve new goals, yet despite the demands of the pro-golf tour and heading a multimillion-dollar business, his family comes first.



Concentration and composure: two keys to Nicklaus' success as a golfer.

Witness Jack Nicklaus," after Nicklaus shot an uncharacteristic 82. Last year, which Nicklaus calls "a disappointment" because he did not win a major title, he still led the tour in total money winnings (\$266,438) and lowest average score (70.17 strokes per round).

His success, he says, has increased, not diminished, the pressure. At any tournament he is surrounded by fans and, regardless of whether he has shot a 65 or a 78 that day, sportswriters demand interviews. Even his apparel is planned weeks in advance by marketing people (Nicklaus is partially color blind): one day the slacks he endorses are emphasized; the next day the shirt gets the attention.

On the tension-packed PGA tour, where a missed putt can be worth \$25,000, Nicklaus works hard to remain calm. On the morning of a tournament, he even avoids regular coffee, settling for a breakfast of decaffeinated coffee, orange juice and two poached eggs on toast. "Especially during the last part of a tournament, when the tension builds and I can feel my forearms stiffening, I tell myself, 'Okay, boy, loosen up. Take

your time.' " That's the same advice he gives amateur golfers when they ask him why his swing looks so relaxed and yet the ball goes so far: "The ball doesn't go farther because you swing faster. If you take it easy, you have a chance for everything—shoulders, hips, wrists—to come together the way they're supposed to." One of the few times Nicklaus has blown up at tournament officials was when a TV network urged that the golfers be forced to play faster. A "policeman" told Nicklaus he was playing too slowly, and Nicklaus shot four straight bogeys. That was the last time he rushed himself.

At his home in North Palm Beach, Fla., where he lives with his wife and their daughter and four sons, he keeps the easygoing pace, enjoying his family life and avoiding the Palm Beach social whirl. "When I first turned pro," he says, "I made a rule that I wouldn't be away from home more than 14 days at a time, and I've broken that rule only twice."

He often takes the family on trips. Once, he turned down a tournament, despite the fact that it was organized

by one of his major sponsors, to go fishing in Alaska for a week with his sons.

This year, he's taken up skiing "because it's great for the whole family." Some of his advisers worried that a mishap on the slopes might mean he'd miss an entire golf season, but he responded, "If I don't go, I'll miss an entire ski season."

For Nicklaus, the golf-tour earnings have become almost secondary, a vehicle for publicizing his name, which in turn promotes the vast business interests that earn him more than \$1 million a year. His Golden Bear Inc. has 178 employees, and he has investments in golf clubs, golf bags, balls, shoes, shirts, slacks, a new-car dealership, a travel agency, a car-leasing company, a radio station, cattle ranches, real-estate developments, a natural gas company and a golf-course architecture shop.

Nicklaus takes a personal interest in much of this, especially designing golf courses, and he makes repeated trips to the sites, sometimes ordering workmen to tear up bunkers or to fill in sand traps that looked better on paper than in reality. His Glen Abbey course has become the permanent site of the Canadian Open, and his Muirfield, Ohio, course is now the site of the Memorial Tournament, which Nicklaus himself sponsors. Muirfield is the first course especially designed for tournaments. It's laid out so spectators can watch from hilltops. Cable is buried underground for the television crews.

Do Nicklaus' business interests interfere with his golf? Arnold Palmer has blamed his financial concerns for lowering his performance, but Nicklaus doesn't think the same thing will happen to him. "I've been handling both for 15 years, and it hasn't affected me yet."

Both fans and sportswriters keep waiting for a sign of Nicklaus' decline. In February, he missed a tournament cut for only the second time in five years, but Nicklaus thinks he's in great shape: over the winter, he slimmed down to 180 pounds, the least he has weighed since his freshman year in high school.

Some of his competitors on the tour say that Nicklaus has accomplished so much that he has no more goals to achieve. Nicklaus denies that. He still wants to win a Grand Slam—the Masters, PGA, U.S. Open and British Open titles in a single year.

His goal is perfection. "Strange as it may seem," he says, "I go through a psychic downer after a big win. Once all the razzmatazz and euphoria have worn off, my mind gets back to all the mistakes I made that might have caused me not to win. And that's good."

"Anytime there's a cooling off of this impulse to improve, one emotion above all others will get a good blaze going again—embarrassment. I am easily embarrassed by myself. No single emotion is more responsible for whatever I have achieved."

John Dorschner, an assistant editor of The Miami Herald's Sunday magazine, frequently writes on sports.



The Nicklaus family at home in Florida (clockwise from top): Barbara, Jack, Jack Jr., Michael, Nancy, Gary, Steve.

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# WITH SPRING, COME BASEBALL SUPERFANS

Every team has at least one fan who always expresses his devotion through zany antics.



"Sign Man" Karl Ehrhardt.

By Leonard Katz

For baseball fans, April is the magic month. The pennant race begins. Optimism reigns. And the super baseball fan comes alive. Here are a few of the country's most colorful rooters.

**Jim Eakle**, a former Marine Corps captain who now runs a bar in San Diego, says he starts to feel itchy in January. "It's a long winter and kind of frustrating for me. I just can't wait for the season to start," he says.

Eakle is known to the Padres' fans and players as the Tuba Man. He is at virtually all home games, ready to play a rousing charge on his tuba. Eakle started bringing his tuba to the ball park as a kid because it provided a nifty hiding place for a six pack of beer.

Eakle has done such a good job of inspiring the fans with his tuba that he is now regularly joined by a number of other amateur musicians. They call themselves McNamara's Band, after John McNamara, the manager of the Padres.

**Karl Ehrhardt**, art director for a food concern in New York City, has an inventory of 705 signs but says he will never have enough: "Each season there's something new — new players, new conditions. I try to anticipate. The big kick is coming up with something different."

In a city of rabid baseball fans, Ehrhardt is, perhaps, the most famous. He loves the Mets and can be found at Shea Stadium for every night and weekend game. He is known as the Sign Man because he flashes a sign every time something happens.

Let's say the opposing manager leaves the bench to dispute a call by one of the umpires. Ehrhardt, sensing the mood of the crowd, might flash a sign that reads: "Sit Down Ya Bum." Or perhaps one of baseball's playing millionaires is unhappy over the call of a third strike. Out will come an Ehrhardt sign: "Go Count Your Money."

A few of his other favorite signs are: "Send In The Clowns" (opposition pitching change), "Who's Your Embalmer?" (strikeout victim), "You Get Paid For That?" (any uninspired play), "Night Of The Living Dead" (during seventh-inning stretch of unusually boring game), "Thou Shalt Not Steal" (opposition runner caught stealing), "A Star Is Born" (any poor play), "Don't Hurt Yourself" (hard swinging strikeout), "Stuporstar" (opposition bonehead play).

**Pearl Sandow**, on opening day in Atlanta, is always sitting by the Braves' dugout. A retired Federal Government worker, Miss Sandow always cheers as her "family" takes the field. Her family is the Atlanta Braves, and she hasn't missed a home game in 11 years. "I'm one of those silent sufferers," she says, referring to the problems the Braves have had over the last few seasons.

Miss Sandow, who has her personal stationery decorated with a line drawing of players in the batting cage, was honored as Atlanta's No. 1 Fan last year and given a lifetime gold pass.

**Don Eskin** is a truck-equipment salesman who can be found sitting right over the visiting team's "on deck" circle at Veterans Stadium in Philadelphia. Eskin chose his seat when the ball park was in the blueprint stage. His hobby: baiting and scrutinizing umpires.

"Some people look at the umpire as if he's God," says Eskin. "Not me. They have their bad days. I tell them what they need to be told when they're not on the stick."

Such as? "Well, when I see a bad call, I might ask them about the quality of their vision. You know, things like that."

For Eskin, baseball is a family affair. He goes with his wife and three children. "Some people get hooked on drugs," is the way he puts it. "We're hooked on baseball."

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# RACQUETBALL: IT'S EASY,

better one if the racquets had more zip. So he tried a couple of sawed-off tennis racquets and found the strings put more life in the rallies and, in particular, made it easier to get the ball to the front wall via the back or side walls. Thus the birth of racquetball in the late 1940's. But not until 1968 did the racquetballers get

themselves organized when a group of players decided to form an association that would standardize rules and equipment and would promote the sport. They picked the right time, for tennis was starting to boom, and here was a sport that was not all that different from tennis but easier to pick up. And (investors



Like four-wall handball but easy on the hands.

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## By Frank Satterthwaite

According to a recent Nielsen survey of 23 sports, racquetball is the fastest-growing sport in the country, and, says Chuck Leve, National Director of the U.S. Racquetball Association, and author of *Inside Racquetball*, it can be played by "anyone who is old enough to walk and young enough to run."

Why the interest? Well, for one thing in racquetball, unlike in tennis, it's a snap to hit the ball. Honest. The racquet is 18 inches long, it's strung, and it looks like a sawed-off junior tennis racquet. The hollow rubber ball is about the size of a tennis ball, but it bounces higher, and it just sort of hangs there and says, "Hit me," which is easy enough to do with that short-handled racquet. You notice the same thing in table tennis; a short handle means you can at least make contact with the ball because it reduces the hand/eye coordination problems of tennis.

But that's not the best part, which is that in racquetball there's no net, no out-of-bounds lines, even, because it's played in a four-wall handball court 20 feet high, 20 feet wide and 40 feet long. The object of the game is to return the ball to the front wall before it bounces twice on the floor. It has to make it to the front wall on the fly—that is, you can't hit it into the floor—but you can use as many walls as you like in getting it there. And, yes, the ceiling's good. Games are played to 21 points, with points scored only by the server—whoever wins the rally, wins the serve. Matches are two out of three games. Singles or doubles can be played.

The immediate predecessor of racquetball is paddleball, which is handball played with wooden paddles. A pretty good game, but John Sobek, a Greenwich, Conn., Y.M.C.A. squash and tennis pro, figured it would be a

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*Frank Satterthwaite has written extensively on racquet sports for national publications.*



# FUN AND CHEAP TO PLAY

take note) six racquetball courts could fit in the space of a single tennis court. Rent-a-court racquetball facilities started popping up all over, and Leve says that in the neighborhood of 15,000 new courts have been built since 1968.

One of the game's big selling points is that it

is relatively inexpensive to play. Court rentals are a fraction of the cost to book a tennis court, and clothing is whatever you like. The ball, which should last about 10 games, costs only about \$1.00. Racquets usually can be rented, which is a good idea when you are beginning. (You can pay up to \$45 for a rac-



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quet, but you can buy a very serviceable one for \$12.) And lessons? To get started you don't have to submit to the expense (and tyranny) of the teaching professional. Finding a friend who's played a couple of times is helpful, but two people who have never played any sport, much less a racquet sport, can enjoy racquetball the first time. The extra walls and ceiling are sympathetic to the beginner and are as likely as not to send the misdirected ball to the front wall, thus extending rallies.

Racquetballers also have evolved a lingo to describe the subtleties of their sport that makes as much sense to the newcomer as a CB exchange. A "wallpaper ball," for example, is a shot that travels so close to a wall it seems to be glued. The ball is sticky to return because you can't get a clean hit at it. If you get a setup, you can attempt a "kill"—a shot that hits the front wall and rebounds too close to the floor to be returned. A perfect kill is a "flat roll out," one that hits so close to the floor that instead of bouncing, it rolls out, unplayable. That is, it catches the "crotch," the crease where the floor and front wall meet. If you become an ace at the kill shot, you become known as a "shooter."

Another superoffensive shot is a "Z ball," a shot that hits the front wall, the sidewall and then the opposite sidewall. As it follows the path of a Z, it picks up a spin that makes it behave most peculiarly when it rebounds off the second sidewall; it zigs when you expect it to zag. For further explanation, consult a billiards player on the "reverse English" shot, for that is what we are talking about.

The correct racquetball swing, though akin to a tennis swing, is "wristier" and more compact—the windup is more golflike and the follow-through more contained. But the consensus is that racquetball actually helps your tennis because it builds confidence in your ability to meet ball with racquet. And it certainly improves your mobility and conditioning.

So now you're ready to play, and if you want to give it a try, look under Racquetball in your phone book or check with your local Y. If that doesn't work, write: United States Racquetball Association, 4101 Dempster Street, Skokie, Ill. 60076 for information on racquetball activity in your area.







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## Sports Mini-Profile

# JOHN HAVLICEK: One Of Pro Basketball's Best All-Around Athletes

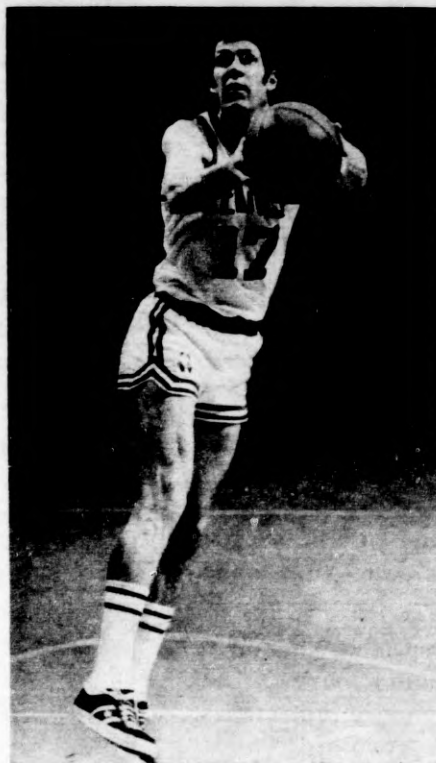


During the lifetime of Frank Havlicek, his son, John, was a disappointment to him because he refused to take up the only sport that interested the elder Havlicek—soccer. But though John never made his mark in soccer, he proved to be outstanding in almost every other sport. Now in his fifteenth season with the Boston Celtics, the defending champions of the National Basketball Association, Havlicek ranks as the fourth-highest scorer in N.B.A. history and has played more regular-season N.B.A. games than anybody else. Bill Russell, the former Celtic star and coach, calls Havlicek, "the best all-around player I ever saw."

The 36-year-old, 6 ft. 5 in. Havlicek also has a record of achievement in football and baseball and is known as a first-class tennis player and swimmer. Some of his old college friends say he once picked up a fencing foil and, within a few minutes, showed as much skill with it as the best performers on the varsity fencing team.

Havlicek is a native of Martins Ferry, Ohio. His dad, an immigrant butcher from Czechoslovakia, thought soccer was superior to any native-American sport, but his son concentrated on hitting over .400 for his high-school baseball team, quarterbacking the football team and starring on the basketball court. When he moved on to Ohio State University, he restricted himself to baseball and basketball, sparking the 1960 cage team to the N.C.A.A. championship. In his junior and senior years, his team reached the final round of the N.C.A.A. playoffs.

Although Havlicek didn't play college football, pro scouts still fancied his gridiron skills, and he was drafted by the Cleveland Browns. He played a few exhibition games for them but found his grid skills had rusted and moved on to the Boston Celtics squad. Since joining the Celtics for the '62-'63 season, his team has won eight cham-



pionships, and he has become its indispensable mainstay.

This year, he has been more valuable than ever to the Celtics. With center Dave Cowens taking a leave of absence during much of the first half of the season and guard Charlie Scott out with a broken arm, Havlicek's experience, versatility on the court and scoring (over 17 points per game) have been critical to keeping the team in contention for the playoffs.

Havlicek is known for his quiet, self-effacing and self-disciplined manner. He has starred both as a forward and a guard and has received kudos for his driving layup shots, his jump shot and his tenacious defensive play. Members of opposing teams say that in terms of pure skill, he doesn't rate with some of the other N.B.A. stars but that his determination and spirit have made him tops as an all-around performer.

As a 15-year veteran of the pros, Havlicek is a recognized authority on the quality of basketball players, past and present. "The players today are bigger and faster than those who started out with me, but they're not as good in fundamental play," he says. "Today's players are much too prone to take shortcuts, and they don't seem to want to learn the plays."

Despite his estimated \$200,000 annual Celtic salary and his income from a line of Havlicek sporting-goods products, the veteran Celtic captain doesn't believe in living high on the hog. "My wife and I just don't believe in acquiring lots of material things."

—Barry Abramson



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My name is Edward C. Lane. I'm a college professor.

What I'm about to tell you may be hard to believe. Because I'm going to show you how to make money . . . more money than you ever dreamed possible . . . at home . . . in your spare time. This has nothing to do with any company "selling" plan or "work-at-home" scheme. It's totally different. In fact, if you're creative it may actually double your present income. Here are the facts:

Several years ago at a faculty bridge party, one of the guests began discussing a special "money project." The secret was literally whispered across the table.

My wife and I discussed the idea on the way home and decided to try it.

The project kept us busy about four hours a week. We used our kitchen table as an office.

At first our earnings were low—\$25.00 to \$30.00 a week. But as the months went by, we began making thousands of dollars at home on the weekends. It was almost beyond belief.

Obviously, this was too good to keep to ourselves. So I explained the project to my mother. She was over seventy and lived alone in an apartment in Akron. But within the first 87 days she made over \$2,200.00 in cash from the same money project.

As our curiosity grew, we discovered a variety of other people making money but with somewhat different money projects.

1. Consider the case of Mary Rittenhouse from Cleveland. For over six years she's been earning thousands of dollars at home in her spare time.

- She provides a needed service in her neighborhood.
- No one comes to her home — nor does she go to anyone else's.
- She uses only her telephone, a spiral notebook and a small filing box.
- She makes up to \$100.00 per week, spare time.
- Her service requires no technical skill of any kind.
- Mary works for no one else. She does no selling whatsoever. Most of her clients call her at home.
- What she does is so moral and supremely honest she could probably get a written endorsement from most clergymen.
- Her service is so simple that almost anyone could start the same project in just 9 days.

Again, these data are accurate or we couldn't—and wouldn't—print them.



2. John and Irene Tendy started this same special money project over 10 years ago. They report earnings as high as \$12,000.00 per year . . . all earned at home.

3. An Oregon husband-wife team started the same project we started. In a recent letter they reported gross income of \$14,000.00 IN ONLY 45 DAYS! That's even better than we did!

Obviously, this is exceptional income. What you make is largely up to you. But the income potential of these money projects is staggering! For example, two Colorado women started a money project several years ago with only twelve dollars. This year—operating full time—they made over \$82,000.00. This income was verified in a recent national press report.

## HOW TO START

You don't need "money." Most of these projects can be started on less than \$25.00. . . many on less than \$10.00.

You don't need a car for most projects . . . in a few cases it would be helpful, but not necessary.

You don't need youth. Maturity and experience are excellent assets.

You don't need an "office." Just one corner of a spare room is usually sufficient.

Best of all, you don't need to wait. As we said before, many of these projects can be started in just 9 days.

We've put everything . . . every secret . . . in a simple guide. It's entitled *THE \$12,000 HOUSEWIFE*.

You'll discover amazing money projects . . .

- for husband-wife teams,
- for people living in apartments,
- for suburban or rural families,
- for retired people,
- for teenagers.

AFTER YOU'VE READ OUR BOOK, LET US HEAR FROM YOU. WRITE AND TELL US HOW YOUR MONEY PROJECT IS WORKING. IF YOU HAVE PROBLEMS OR QUESTIONS, EXPLAIN THEM TO US. WE'LL TRY TO HELP.

## MONEY-BACK GUARANTEE

To prove that you can make extra money at home, you have our positive 100% money-back guarantee. Order this amazing book. If you don't like it, simply return it. We'll send you a full refund within only three working days . . . no nonsense . . . no baloney.

## TRY THIS TEST

1. When your book arrives, select just one money project . . . the one you like best.
2. Try it for 6-12 months. Remember to begin slowly.
3. At the end of this trial period examine your income. If you're not satisfied with the results, return the book and we will still REFUND YOUR FULL PURCHASE PRICE.

It's easy to begin. Just mail the coupon below together with your check, money order or charge account number. We GUARANTEE you'll be satisfied or your money will be refunded within three working days. There is NO RISK TO YOU.

Send your order today. First Class mail reaches us overnight.



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Please send me my guaranteed copy of *THE \$12,000.00 HOUSEWIFE*.

If I'm not satisfied I may return it for a full refund *within three working days* . . . no nonsense . . . no baloney.

Or I may keep it for a full year and try one or two money projects. Even then, if I'm not satisfied I may return it for a full refund. On that basis, here is my \$8.95. (Please add 87¢ postage and handling—total \$9.82.)

- ☐ CHARGE TO MASTER CHARGE  
☐ CHARGE TO BANKAMERICARD  
☐ CHECK OR MONEY ORDER ENCLOSED

Acct. No.   
Expiration Date   
Name   
Address   
City   
State  Zip

## PUBLISHER'S NOTICE

All data presented here are supported by correspondence and bank records on file. All the money projects described are independent. They do not involve you in any commercial "work-at-home" schemes or businesses in which you must deal in any way with a parent company.

All money you may receive will be your own.

Your satisfaction with this book is absolutely guaranteed or your money will be promptly refunded.

THE GREEN TREE PRESS



# WHAT EVERY PARENT SHOULD KNOW ABOUT HEAD INJURIES TO CHILDREN

Serious head injuries are, thankfully, rare, but parents should be aware of the warning signals of trouble.

By Alvin Eden, M.D.

The telephone rings. "Doctor, my child just fell off his bicycle and banged his head on the concrete pavement. What should I do?"

Although serious head injuries are rare, this is an important problem, and as a practicing pediatrician for 25 years, I know many parents are unprepared.

Head injuries can be divided into three broad categories: *mild*, *moderate* and *severe*.

**Mild.** This is by far the most common type of childhood head injury. The youngster hits his head, usually cries for a few minutes and then resumes his normal activities. There is no vomiting, loss of consciousness or change in his color.

If this is the type of injury your child sustains, you have little about which to worry. No specific action need be taken except to watch him carefully for the next 48 hours for any change in his normal behavior pattern, especially increasing drowsiness and lethargy.

If the injury broke the skin, the area should be cleaned with an antiseptic. Any deep cut or laceration may require suturing, and in such cases your doctor should be notified. Should swelling occur, apply cold compresses.

**Moderate.** This refers to a head injury that is associated with a concussion (meaning a brief loss of consciousness followed by complete recovery) or with vomiting immediately after the accident. Although the great majority of these moderate head injuries turn out to be harmless, your doctor *must* always be called. He may want to examine the child, or he may have you observe him at home, but this decision must be made by the physician. When talking to your doctor, you should tell him *exactly* how the accident occurred.

**Severe.** With this head injury, the child is knocked unconscious and remains unconscious. It is a medical emergency and requires immediate hospitalization. Place the child on his side, with his head slightly elevated, and take him to the hospital in this position. Other signs pointing to a severe head injury are persistent vomiting, convulsions, irregular breathing, pale color and bleeding from the ear canal. These all signify the need for immediate hospitalization.

Any child who has suffered a head injury and is kept at home must be carefully observed for the next 48 hours. The greatest danger following any head injury is bleeding within the brain. The signs that may indicate this type of bleeding are: persistent vomiting, unequal eye-pupil size, excessive drowsiness and increasing lethargy, weakness of one arm or one leg, continuous crying, any change in the



Frederic Lewis

child's color from normal to pale.

If you notice any of these symptoms, call your doctor immediately. I also would advise you to wake up the child twice during the night following the accident to make sure that he has not lapsed into unconsciousness. This is especially important following a moderate head injury.

You must be aware of one additional problem if your child has had either a moderate or severe head injury. In rare cases, a blood clot may accumulate under the skull, and there is a long delay after the accident, sometimes up to one month, before the child begins to show signs of increasing drowsiness or loss of balance. If this happens, the child must be hospitalized at once.



## Grass Seed Is For The Birds! Zoysia Saves Time, Work, Money

Amazon is the T.M. Reg. U.S. Pat. Office for our Meyer Z-52 Zoysia Grass.



GRASS SEED WILL NEVER GROW A LAWN LIKE THIS! SAVE WITH OUR SPECIAL INTRODUCTORY OFFER UP TO 200 AMAZOY ZOYSIA GRASS PLUGS FREE!

By Mike Sandin  
Agronomist

Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake it all in. They scatter their seed and roll and water it.



Birds love it! Seeds which aren't washed away by rain give them a feast. But some seed grows, and soon it's time to weed, water and mow, mow...

until summer comes to burn the lawn into hay, or crabgrass and diseases infest it.

That's what happens to ordinary grass, but not to Amazon Zoysia.

"MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn "... is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in ... Last summer we had it mowed (2) times. Another thing, we never have to pull any weeds — it's just wonderful!"

And from Iowa came word that the state's largest Men's Garden Club picked a Zoysia lawn as the "top lawn — nearly perfect" in its area. Yet this lawn had been watered only once all summer up to August!

**Cuts Your Work, Saves You Money**

Your deep-rooted, established Amazon lawn saves you time and money in many ways. It never needs replacement ... ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by 2/3.

**CHOKES OUT CRABGRASS**

Thick rich, luxurious Amazon grows into a carpet of grass that chokes out crabgrass and weeds all summer long. It will NOT winter kill. Goes off its green color after killing frost, regains fresh new beauty every Spring — a true perennial!

**For Slopes, Play Areas, Bare Spots**

End erosion of slopes with Amazon. Perfect answer for hard-to-cover spots, play-worn areas.

**Your Own Supply of Plug Transplants**

Established Amazon gives you Zoysia plugs to plant in other areas as desired!

**NO SEED, NO SOD!**

There's no seed that produces winter-hardy Meyer Zoysia. Sod of ordinary grass brings with it the problems of seed, like weeds, diseases, burning out, other ills.

Meyer Z-52 Zoysia Grass Was Perfected by U.S. Govt.: Released In Cooperation With U.S. Golf Assoc. as a superior grass.

Order guaranteed Amazon now, get your bonus plugs FREE. Your order will be delivered at earliest correct time for planting in your area.

We ship all orders the same day grass is taken from the soil, shipping charge collect via most economical means.

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**DROUGHT AND WEAR RESISTANT**

Amazon lawns take cookouts and parties — children playing on it won't hurt it, or themselves! Stays green right thru scorching heat and drought!

**NO NEED TO RIP OUT PRESENT GRASS PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA**

Just set Amazon plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

PATENTED STEP-ON PLUGGER IS ... **FREE** WITH ORDERS OF 600 PLUGS OR MORE

Amazon exclusive! No one else can offer you this patented 2-way plugger. Saves bending, time, work. Light, rugged, invaluable for transplanting. Cuts away competing growth as it digs plug holes

**Every Plug  
Guaranteed to Grow  
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- **AMAZOY WON'T WINTER KILL**—has survived temperatures 30° below zero!
- **AMAZOY WON'T HEAT KILL**—when other grasses burn out, Amazon remains green and lovely!

Plug Amazon into an entire lawn or problem areas. Plug it into poor soil, "builder's soil," clay or even salty, sandy beach areas. I guarantee every plug to grow ... from part shade to full sun! Any plug failing to grow in 45 days replaced FREE. Since we're hardly in business for the fun of it, you know we're 100% sure of our product.

If it isn't Amazon, you're not getting the plugs that made Zoysia famous.

To: Mr. Mike Sandin, Zoysia Farm Nurseries, Dept. 105

Our 22nd Year! General Offices and Store:  
6414 Reisterstown Road, Baltimore, Md. 21215

Dear Mr. Sandin: Please send me guaranteed Amazon as checked below:

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# Go a little crazy. Get a lot of music.

# Any

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| 255638 <b>THE CARPENTERS HORIZON</b><br>A & M   | 246942 <b>NEIL DIAMOND SERENADE</b><br>COLUMBIA                            |
| 269050* <b>AL STEWART Year Of The Cat</b><br>JANUS  | 265223 <b>AEROSMITH ROCKS</b><br>COLUMBIA                                  |
| 252544* <b>THE BEST OF NANCY WILSON</b><br>CAPITOL  | 255125* <b>CHARLIE RICH</b><br>Everytime You Touch Me (I Get High)<br>EPIC |
| 239483* <b>BARRY MANILOW I COULD IT BE MAGIC</b><br>ARISTA                                | 263574* <b>GRAND FUNK RAILROAD BORN TO DIE</b><br>CAPITOL                  |
| 268060* <b>MARILYN MCCOO &amp; BILLY DAVIS JR</b><br>I Hope We Get To Love In Time<br>ABC | 269324* <b>PAUL ANKA THE PAINTER</b><br>A & M                              |
| 262907* <b>PHOEBE SNOW SECOND CHILDHOOD</b><br>COLUMBIA                                   | 265983* <b>Charlie Daniels Band Saddle Tramp</b><br>EPIC                   |
| 265496* <b>Electric Light Orch. OLE-ELO</b><br>A & M                                      | 248690* <b>CHER GREATEST HITS</b><br>MCA                                   |
| 254169* <b>TAMMY WYNETTE'S Greatest Hits Vol. III</b><br>EPIC                             | 264481* <b>TOM T. HALL FASTER HORSES</b><br>MERCURY                        |
| 265140 <b>JOHNNY MATHIS I ONLY HAVE EYES FOR YOU</b><br>COLUMBIA                          | 265744* <b>RAY CONNIFF Send In The Clowns</b><br>COLUMBIA                  |
| 230912 <b>PAUL SIMON. There Goes Rhym' Simon</b><br>COLUMBIA                              | 263541* <b>JESSI COLTER JESSI</b><br>CAPITOL                               |
| 269522* <b>CHARLIE DANIELS BAND HIGH LONESOME</b><br>EPIC                                 | 254912* <b>AEROSMITH TOYS IN THE ATTIC</b><br>COLUMBIA                     |
| 263582* <b>SONNY JAMES 200 YEARS OF COUNTRY MUSIC</b><br>COLUMBIA                         | 265595* <b>JOE STAMPLEY Sheik Of Chicago</b><br>EPIC                       |
| 255059 <b>Bachman-Turner Overdrive FOUR WHEEL DRIVE</b><br>RCA                            | 224758 <b>LYNN ANDERSON'S GREATEST HITS</b><br>COLUMBIA                    |
| 263749* <b>MAC DAVIS FOREVER LOVERS</b><br>COLUMBIA                                       | 264150 <b>ROGER WILLIAMS VIRTUOSO</b><br>MCA                               |
| 266627* <b>RONNIE LAWS FEVER</b><br>BLUE NOTE   | 266023* <b>SONS OF CHAMPLIN A Circle Filled With Love</b><br>ARISTA        |



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| 252841 <b>MANTOVANI All Time Romantic Hits</b><br>London Phonoc                    | 262311 <b>PETER FRAMPTON Frampton Comes Alive!</b><br>A & M                                  |
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| 269795* <b>DAVE DUDLEY PRESENTS DAVE DUDLEY</b><br>A & M                                   | 259747* <b>ARTHUR FIEDLER &amp; THE BOSTON POPS PLAY CARPENTERS SONGBOOK</b><br>POLYGRAM | 266270* <b>MONTY PYTHON Live at City Center</b><br>ARISTA        | 268615* <b>TOM T. HALL THE MAGNIFICENT MUSIC MACHINE</b><br>MERCURY         |

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**How the Club operates:** every four weeks (13 times a year) you'll receive the Club's magazine, which describes the Selection of the Month for each musical interest . . . plus hundreds of alternates from every field of music. In addition, up to six times a year you may receive offers of Special Selections, usually at a discount off the regular Club prices.

If you wish to receive the Selection of the Month or the Special Selection, you need do nothing — it will be shipped automatically. If you prefer an alternate selection, or none at all, simply fill in the response card always provided and mail it by the date specified.

You will always have at least 10 days in which to make your decision. If you ever receive any Selection without having had at least 10 days in which to decide, you may return it at our expense, for full credit.

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You'll be eligible for our generous bonus plan upon completing your enrollment agreement — a plan which enables you to enjoy great savings on the albums you want—for as long as you remain a member! Here, indeed, is the most convenient way possible to acquire the record and tape library you want — at the greatest savings possible! So don't delay . . . fill in and mail the application today to receive your 11 records or tapes!

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☐ Easy Listening 2 ☐ Teen Hits 7 ☐ Classical 1  
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☐ Mr. ☐ Mrs. ☐ Miss  
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For years, smokers of longer length cigarettes were limited to brands that needed high tar to deliver full flavor.

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The MERIT taste science that brought full flavor to low tar smoking has now been applied to a longer length cigarette. The result: a 100mm cigarette that delivers taste way out of proportion to tar.

New low tar MERIT 100's. Only 12 mg. tar. Yet packed with 'Enriched Flavor' tobacco for extra flavor—the kind of flavor smokers of longer length cigarettes want, but could never get before at such

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## **Test Data Conclusive**

New 12 mg. tar MERIT 100's were taste-tested against a number of major 100mm brands ranging from 17 mg. to 19 mg. tar.

Thousands of smokers were tested. The results: *overall, they liked the taste of MERIT 100's as much as the higher tar 100mm brands tested.*

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The taste barrier for low tar smoking has been broken again.



LOW TAR-ENRICHED FLAVOR.

Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. '76  
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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# MERIT

**Kings & 100's**



# AVOID THESE MISTAKES ON YOUR TAX RETURN

How not to make the most common errors on tax returns and to avoid problems on the new forms.



By Mary Russ

Although each tax return is different, many of the mistakes are common year after year. Some may seem obvious, but the IRS says these are the five mistakes made most often.

- **Don't** forget to attach your W-2 form, the statement of your annual earnings.

- **Do** sign the return. You and your spouse must both sign a joint return. If you are due money and do not sign your return, the IRS will send the return back and wait until receiving a signed form before processing the refund. If you owe money, however, and a check accompanies the return, processing will proceed without a hitch because your signature on the check is considered as binding as a signature on the return.

- **Do** make sure, if you use a commercial tax preparer, that he or she also signs the return. The 1976 Tax Reform Act also requires tax preparers to include their identifying number and to furnish the taxpayer with a copy of the return. If the person who prepares your return for pay is not an employee of a firm, corporation or another individual, that person must sign the return as preparer and enter his or her Social Security number and address. If the tax preparer is an employee of a firm, corporation or another individual, that person must sign the return and also enter the employer's name, identification number and address.

- **Don't** forget to write in your Social Security number. If you omit it, processing of your return will continue, but the IRS will drop you a note asking for the information.

- **Do** file by April 15. Taxpayers who are late face possible penalties and interest charges. Returns must be postmarked no later than midnight, April 15, to get in under the wire.

This year the tax form is different in a number of little ways that can be confusing enough to trip you up. Watch out for these possible errors:

- **Don't** miscalculate the standard deduction either by not deducting as much as the law allows or by deducting too much. This is generally a case of simple mathematical error. Be careful. Double-check your arithmetic.

- **Do** study carefully the new abbreviated tax tables. On this year's return, any taxpayer who has less than \$20,000 in taxable income must use the tax tables in determining his tax. Remember that you must make your deductions first to compute your taxable income; then go to the tax tables for your tax.

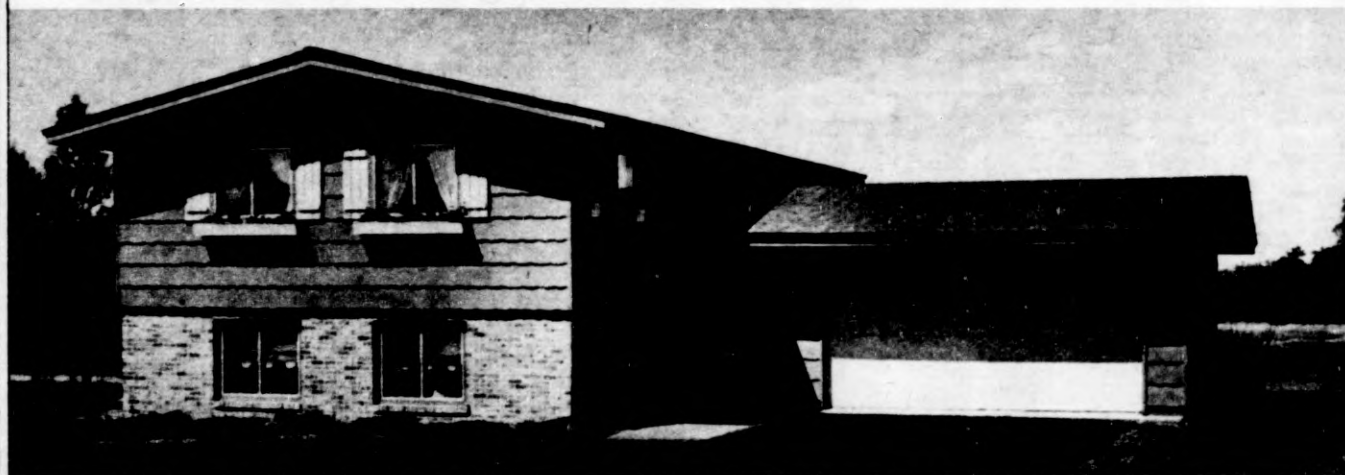
- **Do** note the change in the General Tax Credit. Last year, it was a personal exemption credit of \$30 for each exemption you had. This year, you

can compute your credit in one of two ways: you can either take \$35 for each person or 2 percent of the first \$9,000 of taxable income (limited to \$180). If you don't realize that you can compute either way, you may be getting less than the law allows.

- **Do** remember that the child-care rules have been liberalized in the 1976 tax return. This year, expenses are claimed as a tax credit rather than as an itemized deduction. In other words, people who take the standard deductions as well as those itemized can claim child-care costs.



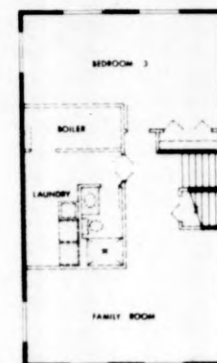
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**Welcome Home.**



## HEALTH NEWS

# How Nature Fights Cholesterol Clogged Arteries Blood Pressure Dangers

## Scientists Discover Body's Natural Defenses Against 3 Big Killers

By E. L. Robinson

Did you know that Nature blessed your arteries with a self-cleaning system? That natural forces war against lifeless matter forcing it out of your body? Recently, Medical Scientists were shocked to discover that scores of so-called "healthful" foods can interrupt nature's wonderful defense mechanisms . . . that those "good-for-you" foods actually contain substances that could cause dangerous *cholesterol sludge*. Doctors warn that this scummy, lifeless matter may choke arteries, hamper blood flow, and damage the heart. Right now, millions are suffering from cholesterol-clogged arteries. Yet they don't even realize it! What a pity! If they only knew about the **PROTEIDE-PLUS** diet, their arteries would tend to clear themselves!

As far back as 1950, medical scientists began extensive, searching investigations into the role of foods in cholesterol build-up. Thousands of victims of strokes and heart attacks were diagnosed, interviewed and carefully studied. Over 800 basic foods were analyzed. Close to 5000 laboratory tests and even autopsies were performed. From this mountain of world-wide research came startling new discoveries. Now-at-last the missing link between cholesterol, high blood pressure and heart trouble had been found. And most significant of all, it had been proven beyond doubt, that a wholesome **PROTEIDE-PLUS** diet was absolutely necessary to reduce cholesterol sludge in the arteries.

Now scientists know that certain foods containing cholesterol and saturated fats are not necessarily harmful correctly prepared. But when processed incorrectly, they become downright *dangerous* to the body. They know that cholesterol scum can become hardened like chalky soap powder, sticking onto artery walls. With passing time, it may choke the arteries, ending with crippling disease.

That's why it's so essential to use the wholesome **PROTEIDE-PLUS** diet of the right foods. Prepared properly, these delicious, truly healthful foods avoid burdening the blood circulatory system. Your arteries are helped to clear themselves. It's all so simple when you know the facts.

**Safe and Simple Home Method**  
helps men & women of all ages

Now there is a safe, unbelievably easy plan that you can use at home—and it really works—whether you're 25 or 75.

This plan involves no drugs, crazy diets or special treatments. It's yours to use without a penny's extra cost. Yet it brings the blessings of more health to your entire family. You'll all eat meals that taste wonderful. Yet these **PROTEIDE-PLUS** meals are made with economical, every-day foods sold in your local supermarket. And they're amazingly fast and easy to cook!

Some day everybody will adopt this simple, yet wonderful **PROTEIDE-PLUS** method. But why wait? Benefit from these great discoveries now—instead of in ten years. The new, 1976 edition of the famous Astor Scott Report gives you all the facts in plain English. So simple—even a schoolboy can understand it! Entitled "Cholesterol — The Invisible Killer", this fearless book dares tell it like it is about cholesterol. Pulls no punches on regular or processed foods, blocked arteries, etc.

Yes! You can trust this great report. It explains clearly and simply how to bring down dangerous cholesterol levels . . . how to reduce high blood pressure . . . how nature tends to clear out arteries automatically. You receive real inside facts on angina, ear noises, dizziness, colitis, stomach problems, poor blood circulation. Explains the significance of those strange, yellow lumps inside the eyelids.

This bold book tells you which foods to avoid at your local market . . . which foods to pick for better health . . . the effect of the **PROTEIDE-PLUS** diet on your complexion and body. You also learn of tasty, satisfying meals that are prepared quickly—without fuss or hard work in the kitchen.

### Early Warning System Guards Against Heart Attacks

This nationally famous **Early Warning System** alone is easily worth the price of this book! Shows you how to recognize nature's early warning message of an impending heart attack from hours to days ahead! Gives you time to get quick, competent help to abort the attack! Written in plain English. Profusely illustrated. *Created by a great doctor*. Has already saved thousands of lives. Every family needs this system—now included in this great book.

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More than 100,000 persons of all ages have read early editions of this book. The new 1977 **Deluxe Edition**, with hard covers, is now rolling off the press. Completely revised and updated. Send only 4.95 check, cash, or money order for prompt delivery. Read it . . . enjoy it . . . reap the wonderful health benefits for yourself and family. Complete satisfaction guaranteed. Otherwise return within 30 days, and get your money back quick! Include sales tax where applicable. Address: SCOTT BOOKS, 6041 N. E. 14th Ave., Dept. 1233-B, Fort Lauderdale, Florida 33334

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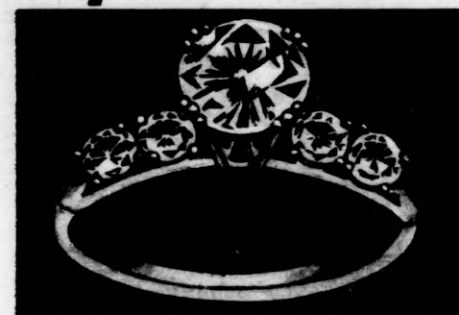
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As a reader of this publication you may **COMPARE** our beautiful **SIMULATED DIAMONDS**—before you buy a \$25.00



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Discover a doctor-tested, clinically-proved tablet that relieves heartburn (acid indigestion) a totally different way.

Doctors know heartburn is not caused by stomach acid alone, but by the eruption of this acid into your esophagus (the tube between your mouth and stomach).

This erupting acid "burns" your esophagus, causing searing pain and a sour, acid-y taste.

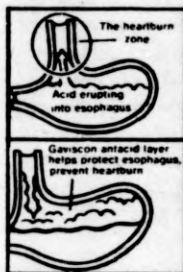
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"I have taken several leading antacids and relief was slight," writes Miss Rose Donabed, Cambridge, Mass. "Then I was introduced to Gaviscon and relief was almost immediate."



When acid erupts and heartburn strikes, simply chew pleasant-tasting Gaviscon Tablets as directed. Gaviscon immediately becomes creamy and flows into your stomach to form an effective antacid layer right on top of the stomach acid.

This shields the exposed lining of your esophagus from further burning discomfort. Get different, unique relief from heartburn (acid indigestion) that only Gaviscon Tablets can give you.



Sold only in pharmacies. Use as directed.



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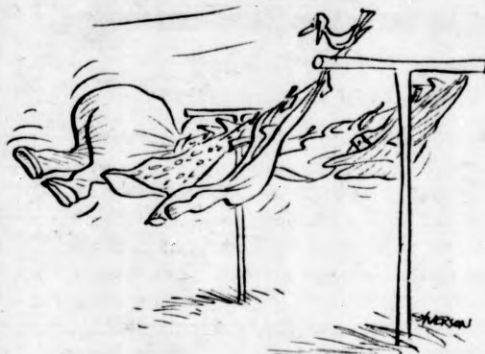
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## Quips & Quotes

### ARMOUR'S ARMOURY



### COMING OUT IN THE WASH

Come, view our washing on the line:  
Some things my wife's and some things mine,  
Some things the children's (they're the most),  
Strung out on wires from post to post.

From handkerchiefs to bedsheets billowy,  
Some items small, some large and willowy.  
It all hangs out, it's all right there,  
Pajamas, socks and underwear.

If you would know us, slim and wide,  
No need for you to come inside.  
Just watch our washing as it dries,  
Then when you see us—no surprise.

—Richard Armour

Sign in a bankruptcy court: YOU HAVE NOW  
CAUGHT UP WITH THE JONESES.

—Robert Orben

A politician is a person who never met a tax he  
didn't hike.

—Thomas LaMance

I have a spouse who is always late.  
In taverns he's a tarrier.  
It's true enough he doesn't have  
Headaches—but he's a carrier.

—Georgie Starbuck Galbraith

Now that most dormitories permit liquor, college  
students can really study English lit.

—Frank Flanders

The contrite teen-ager said, "I scratched the front  
fender a little, Dad."  
"Bad scratch?" asked Dad.  
"Well, if you want to look at it, it's in the back  
seat."

—Conrad Fiorello

Now our complaining next-door-neighbor says:  
"My wife has a crock pot that cooks slow and a  
microwave oven that cooks fast. Boy, if she  
could only cook."

—Al Batt



### THROUGH A CHILD'S EYES

Kids see life differently. Send original contributions to "Child," Family Weekly, 641 Lexington Ave., N.Y., N.Y. 10022. \$10 if used—none returned.

My daughter withheld an ice-cream  
dessert from the children because they  
hadn't eaten their dinner. Later, with the  
children in bed, she and her husband  
were enjoying bowls of the ice cream,  
when four-year-old David, eyes aglow,  
burst into the kitchen, exclaiming, "I  
heard a bowl!"

Mrs. C. Cameron  
Sun Lakes, Ariz.

## Observations

**Burning money.** During the next nine years, Californians will pay an estimated \$1.17 billion more for new cars and motor fuel than residents of other states. Why? Because California's smog-control standards are the toughest in the nation. The estimate, from a report to the state's legislature, makes one wonder about the direction our nation is taking. Especially when the Environmental Protection Agency tells us that, from 1975 through 1984, Americans will be forced to pay an average of more than \$100 per year to support the capital and operating costs of pollution-control equipment. Much as we all like environmental cleanliness, it's well to remember even pure air and water cost money.



**Downstream.** The term conjures up all sorts of pleasant moments with rod and reel. To us in the petroleum industry, however, *downstream* denotes all of the operations that take place after crude oil is produced. These include transportation, refining, and marketing. Just as *coring* means cutting samples of subsurface rock as a well is being drilled; *wildcat* signifies an exploratory well drilled in an area where there has been no previous production; and a *reservoir* is an underground formation where oil or gas has accumulated. They're explained, along with other terminology, in Mobil's handy book *The Language of Oil*, which you can obtain by writing to Box G, Mobil, at the address below.



**A rough winter.** There's no question that the weather has been cold and heating fuel scarce this year. But there's one energy source so abundant that it could keep this nation going for a century or more: coal. So why isn't it being used more? The big problem is government's failure to provide regulatory structures for mining and using it. One irony of the past winter was that people in Fayette County, deep in the coal country of Pennsylvania, ran out of heating fuel because they had converted from coal to other fuels.

**More than burning.** There are other ways that coal could ease our energy problems. It could be converted to a gas, for example, that heats homes and cooks meals in the same way that natural gas does. It also could be converted into gasoline, heating oil, and jet fuel. But even though these processes are based on technology that the oil industry uses in its refineries, they all need more research before they can compete in cost with products made from petroleum. So we can't figure out why anyone would want to bar oil companies from the coal business—as has been proposed under some horizontal divestiture schemes discussed in Congressional committees. Everybody's help is needed if we're going to develop new energy sources.

**Mobil**

Observations, Box A, Mobil Corporation, 150 East 42 Street, New York, N.Y. 10017



## Shop Around To Keep Auto Insurance Costs Down

Premiums for automobile insurance are soaring as companies complain that they cannot afford the rising cost of repairs and the increased number of claims. The current cost of auto insurance is 20.2 percent higher than it was at the beginning of 1976. How can motorists cut insurance costs? The most important thing consumers can do is shop around, according to the Illinois Department of Insurance. A study prepared for it showed that 72 percent of the people questioned considered only one company when buying insurance. The Illinois agency recommends comparing prices and service with at least three insurers. (The agency cited the case of a 34-year-old married man who found he could have paid anywhere from \$115 to \$794 for exactly the same amount of coverage.) If you want to check the financial stability of a company, try *Best's Insurance Reports*, an annual publication of the A.M. Best Co., a private organization that rates insurance companies. The publication should be available at local libraries or insurance agents' offices.



### Your Doctor's Profile

The American Medical Association has released its annual "Profile of Medical Practice," based on a representative sample of more than 300,000 doctors engaged in direct patient care. A few fascinating facts: surgeons make the most money, psychiatrists the least. The average fee for an initial visit to a doctor ranges from \$12 for general practitioners to \$41 for psychiatrists, and patients have to wait an average of 20 minutes to see their doctors. Patients seeking doctors' appointments found they had to wait an average of 7.3 days before their doctor could see them for a nonemergency. The interval varied from a high of 17 days to see obstetrician-gynecologists to a low of 2.4 days for anesthesiologists. About one of every five doctors practicing in the U.S. last year was a graduate of a foreign medical school, and a doctor with an average practice, says the AMA, earned \$86,575 before taxes last year.

### You've Got A Second To Spare

The rotation of the earth is slowing down. Not enough for you really to worry about, but enough for the world's timekeepers to add an extra second this year. The National Bureau of Standards says that the second was needed to keep atomic clocks synchronized to the spin of the earth. Atomic clocks measure time with an accuracy of one second in 350,000 years.

# WHAT IN THE WORLD...



Danya Steele  
The 1977 National Easter Seal Child

### Tips On Helping A Handicapped Child Face The Future With Confidence

If you tune in to the National Easter Seals Telethon on TV this weekend, you may meet Danya Steele, 7, of Little Rock, Ark., this year's National Easter Seal Child. An outgoing, intelligent and outspoken little girl, Danya is attending first grade and learning to swim, despite a birth defect which forces her to rely on the use of braces and crutches. Danya's father, Danny Steele, is a teacher at a Little Rock high school and made these suggestions to any parents, friends or children who may have to learn to cope with the problems of helping a handicapped child.

*During the child's infancy and earliest years:*

1. Seek out the very best doctor you can find.
2. If the doctor who is working with your child comes up with a diagnosis you cannot accept, get a second, or even third, opinion.
3. Contact agencies — local, state and parents organizations — who can give information, referrals and financial aid.
4. Don't be afraid to ask questions of anyone.

*When the child is somewhat older:*

1. Follow the directions of the physical therapist *exactly* regarding work at home. Be persistent and consistent with your child's therapy. Play games to break the monotony, but stick with the therapy.
2. Always attempt to broaden the child's experience with new stimuli — new games, toys, books. Try to compensate for whatever limitations his lack of mobility may cause him. Encourage the child to try new things that are not dangerous.
3. Do everything possible, with the doctor's advice, to make the child self-mobile.
4. Take everything one step at a time.

### How To Keep Your Life Spotless

A spot is easiest to remove if treated as soon as it is discovered. Most stains on clothing and other washables can be removed with a prewash soil and stain remover, and most of these products are sprayed directly on the spot. Then the garment is laundered normally. For extra-tough spots, you may have to try two sprays and washings. Washable items should be laundered according to the manufacturer's-care label; and keep in mind that water temperatures are most important when removing stains. Nonwashables will usually come clean with an application of a dry stain remover.

• **Gravies and sauces.** Scrape off as much of the grease as possible. Use a spray prewash stain remover to remove the residue. If the sauce has a good deal of milk or cream in it, use lukewarm water with soap to remove any solid portion.

• **Wine.** Lukewarm water will remove white wine spots; a dry spot lifter will usually take care of red or rose wine spots.

• **Coffee.** Traces of sugar must be removed with a damp cloth. Use hot water on the stain repeatedly, then launder.



### Do Workers Need Fewer Bosses?

Industry should get rid of half its bosses, says behavioral psychologist Alfred Marrow. "Adults are capable of handling their lives outside their homes, at their jobs," he insists. If a shirt manufacturer's customers are returning merchandise because the collars are crooked, he said, the people who make the shirts are more likely than management to identify the problem quickly if they get together to talk about it. But if the boss comes on as an adversary, bawling them out for bad work, the workers probably will react angrily and work will suffer. For employees who have not yet discovered they can actually influence management, Marrow suggests: "If you have problems or objectives that will be good for the company, first discuss them with your co-workers. Get together with as many people as you want, but don't force any to join you. Tell the others, 'We won't involve you, but you're welcome to join us later if you want to.'" It is best for all who share the same views and objectives to be present when the presentation is made.

### Quick Takes

**Twenty-eight percent of first-graders** tested in a recent study by Duke University **wished they were different children**, while only 18 percent of third-graders expressed that wish. But in answering another question, "Would you change the way you look if you could?" more than 60 percent of all children in the first, second and third grades said yes.... **Hawaii's island paradise is being spoiled** by too many people, says Gov. George Ariyoshi, who is strongly urging passage of a constitutional amendment to stem the tide of new residents.... North American Bait Farms Inc. is sponsoring a **contest for the best recipe with worms as its main ingredient**. The prize is \$500 and winners will be announced in June. Send all entries to North American Bait Farms Inc. 1207 S. Palmetto, Ontario, Calif. 91761.... **The language of love was needed for the wedding** of José Estrada and Virginia Pride. Although they have a lot of things in common, language isn't one of them. "They ought to get along pretty good. They've got nothing to argue about," said Ocoee, (Florida) Sheriff's Deputy John Robbins who performed the ceremony for Miss Pride, who speaks only English, and Estrada, who speaks only Spanish.... **Pickle pollution** has the folks of the California city of Gonzales in a sour mood. So much so, in fact, that the city manager sent the offending pickle factory a bill for \$86 million for allegedly polluting the city sewer system. The factory's response? "Obviously, I haven't got \$86 million," company president Alan Langlois replied. "Maybe they would take part of it out in sweet gherkins?".... **Now You Know Department:** There are 336 dimples on a standard golf ball.

**BIRTHDAYS** (all Aries): **Sunday** — Gloria Swanson 78; David Janssen 47; Sarah Vaughn 53. **Monday** — Edmund Muskie 63; Marlin Perkins 72; Freddie Bartholomew 53; Rudolf Serkin 74. **Tuesday** — Pearl Bailey 59; Eugene McCarthy 61; Walt Frazier 32. **Wednesday** — Warren Beatty 40; Eric Clapton 32; Jerry Lucas 37; Frankie Laine 64. **Thursday** — Herb Alpert 42; Richard Chamberlain 42; Cesar Chavez 50; Richard Kiley 55; Gordie Howe 49. **Friday** — Debbie Reynolds 45; Ali MacGraw 38; Jane Powell 48. **Saturday** — Buddy Ebsen 69; Sir Alec Guinness 63; Jack Webb 57.



**BIRTHDAY PEOPLE:**  
David Janssen and Gloria Swanson

### FAMILY WEEKLY

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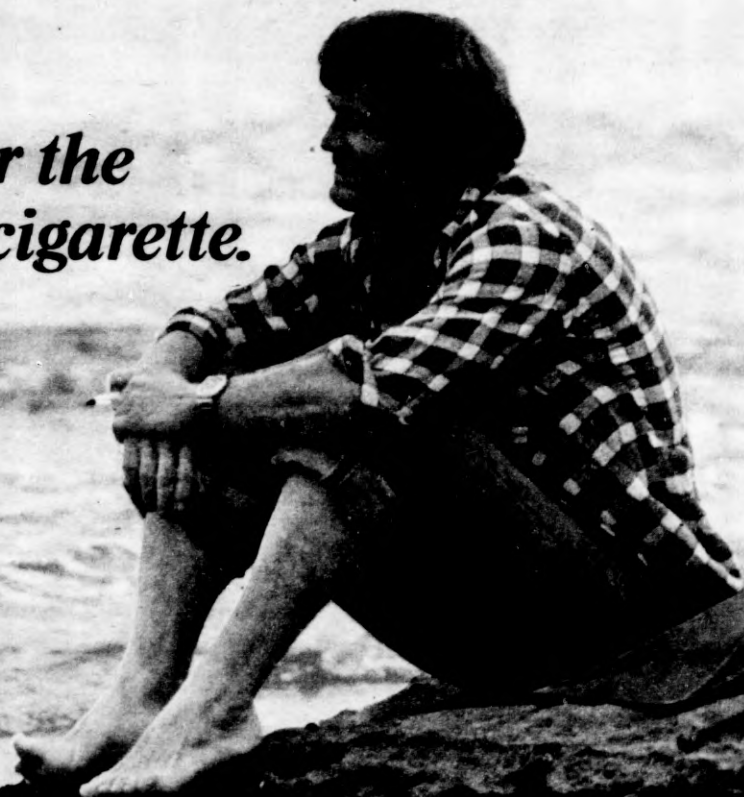
Robert D. Carney and Lee Ellis; V.P. Pub. Svcs., Robert J. Christian; Publisher Rel. Mgr., Robert H. Marriott; Business Mgr., James G. Baher; Distribution: Phyllis Pillero; Promotion, Robert Banker; Consumer Services, Mary Ayres; Public Rel. Mgr., Margaret Alexander; Asst., Barbara Shapiro; Chmn. Emeritus, Leonard S. Davidow  
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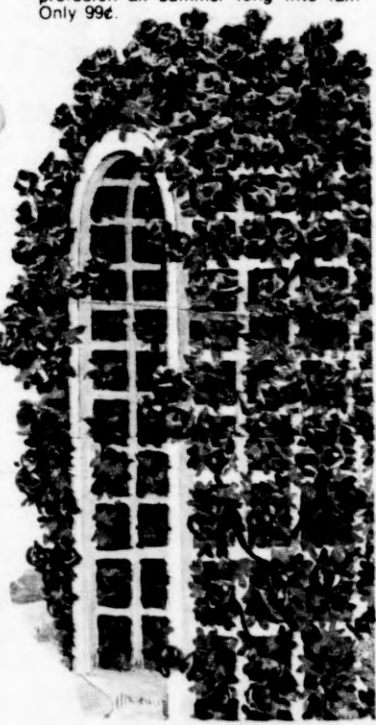
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